

In the Specification

Please amend the specification as follows:

Page 1, lines 4-6

a1
This application claims priority under 35 U.S.C. §119(e) for Provisional application numbers 60/222,222 347,104 (Docket No. T742-00) filed on January 9, 2002 that is herein incorporated by reference in its entirety, but is not admitted to be prior art.

Page 1, lines 23-24

a2
• U.S. Application number 09/205,653, filed on December 3, 1998 entitled "Client-Server Based Subscriber Characterization System", now U.S. Patent No 6,457,010, issued on September 24, 2002 (Docket No. T703-00);

Page 2, lines 14-15

• ~~U.S. Patent Application number 09/635,253, filed on August 9, 2000 entitled "Subscriber Identification Based on Electronic Program Guide Data" (Docket No. T705-02);~~

Page 3, lines 1-3

a3
• U.S. Patent Application number 09/774,473 filed on January 31, 2001 entitled "Advertisement Selection System Supporting Discretionary Target Market Characteristics", now U.S. Patent No. 6,560,578, issued on May 6, 2003 (Docket No. T707-11);

Page 3, lines 4-5

a4
• U.S. Patent Application number 09/796,339, filed on February 28, 2001 entitled "Privacy-Protected Targeting System", now U.S. Patent Publication No. 2001-0049620A1, published on December 6, 2001 (Docket No. T715-10);

Page 3, lines 14-16

a5
• U.S. Patent Application number 09/748,949 filed on December 27, 2000 entitled "Advertisement Filtering and Storage for Targeted Advertisement Systems", now U.S. Patent Publication No. 2002-0083441A1, published on June 27, 2002 (Docket No. T721-13);

Page 3, lines 17-19

a6
• U.S. Patent Application number 09/742,527 filed on December 21, 2000 entitled "System and Method for Automatically Managing Avail Inventory Data and Avail Pricing", now U.S. Patent Publication No. 2002-0083444A1, published on June 27, 2002 (Docket No. T721-14);

Page 3, lines 20-21

a7
• U.S. Patent Application number 09/748,943 filed on December 27, 2000 entitled "Delivering Targeted Advertisements to the Set-Top Box", now U.S. Patent Publication No. 2002-0083445A1, published on June 27, 2002 (Docket No. T721-17);

Page 3, lines 22-24

a8
• U.S. Patent Application number 09/742,534 filed on December 21, 2000 entitled "Queue Based Head-End Advertisement Scheduling Method and Apparatus", now U.S. Patent Publication No. 2002-0083442A1, published on June 27, 2002 (Docket No. T721-18);

Page 3, lines 25-26

a9
• U.S. Patent Application number 09/742,852 filed on December 21, 2000 entitled "System for Rescheduling and Inserting Advertisements", now U.S. Patent Publication No. 2002-0083439A1, published on June 27, 2002 (Docket No. T721-19);

Page 4, lines 1-3

a10
• U.S. Patent Application number 09/766,004 filed on January 19, 2001 entitled "System and Method for Delivering Statistically Scheduled Advertisements", now U.S. patent Publication No. 2002-0056107A1, published on May 9, 2002 (Docket No. T721-21);

Page 4, lines 6-8

a11
• U.S. Provisional Application number 60/238,059, filed on October 5, 2000 entitled "Platform Independent Addressable Television Advertising System", now expired (Atty. Docket No. T726-00);

Page 4, lines 9-11

a¹²

- U.S. Provisional Application number 60/238,056, filed on October 5, 2000 entitled "Method and System for Addressable Advertising in the Electronic Program Guide", now expired (Atty. Docket No. T727-00);

Page 4, lines 12-14

a¹³

- U.S. Patent Application number 09/749,255 filed on December 27, 2000 entitled "Scheduling and Linking IPG Ads in Conjunction with Programming Ads in a Television Environment", now U.S. Patent Publication No. 2001-0032333A1 published on October 18, 2001 (Docket No. T727-10);

Page 4, lines 15-17

a¹⁴

- PCT Application PCT/US01/31682, filed on October 5, 2001 entitled "Targeting Ads on IPG's Live Programming and Recorded Programming, and Coordinating the Ads therebetween", now expired (Docket No. T727-10PCT);

Page 4, lines 21-22

a¹⁵

- U.S. Provisional Application number 60/260,946 filed on January 11, 2001 entitled "Viewer Profiling Within a Set-Top Box", now expired (Docket No. T734-00);

Page 4, lines 23-24

a¹⁶

- U.S. Patent Application number ~~unknown~~ 09/998,979 filed on October 31, 2001 entitled "Profiling and Identification of Television Viewers", now U.S. Patent Publication No. 2002-0129368A1, published on September 12, 2002 (Docket No. T734-10);

Page 4, lines 25-26

a¹⁷

- U.S. Provisional Application number 60/263,095 filed on January 19, 2001 entitled "Session Based Profiling In A Television Viewing Environment", now expired (Docket No. T735-00);

Page 4, lines 27-28

a¹⁸

- U.S. Provisional Application number 60/278,612, filed on March 26, 2001 entitled "Formation and Utilization of Cable Microzones", now expired (Docket No. T737-00);

Page 5, lines 1-3

- a19
- U.S. Provisional Application number 60/281,037 filed on April 3, 2001 entitled "Personal Video Recorder (PVR) Market Overview And Advertising Opportunities", now expired (Docket No. T738-00);

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- a20
- U.S. Provisional Application number [[6]]60/329,992 filed on October 17, 2001 entitled "Personal Video Recorder (PVR) System Requirements and Specification", now expired (Docket No. T738-01);

Page 5, lines 7-8

- a21
- U.S. Patent Application number (~~not yet known~~) 10/006,874 filed on November 14, 2001 entitled "Alternative Advertising in Prerecorded Media", now U.S. Patent Publication No. 2002-0144262A1, published on October 3, 2002 (Docket No. T738-10);

Page 5, lines 9-11

- a22
- U.S. Patent Application number 09/928,024 on August 10, 2001 entitled "Targeting Ads to Subscribers based on Privacy Protected Subscriber Profiles", now U.S. Patent Publication No. 2002-0123928A1, published on September 5, 2002 (Docket No. T741-10); and

Page 5, lines 12-13

- a23
- PCT Application PCT/US01/25261, filed on August 10, 2001 entitled "Targeting Ads to Subscribers based on Privacy Protected Subscriber Profiles", now expired (Docket No. T741-10PCT).